The Games Examiner

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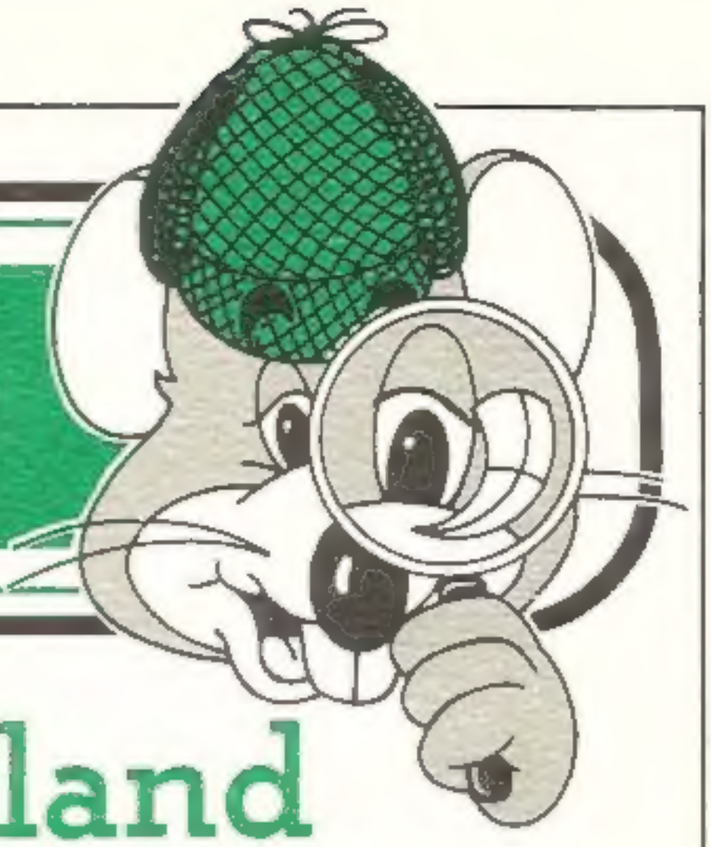
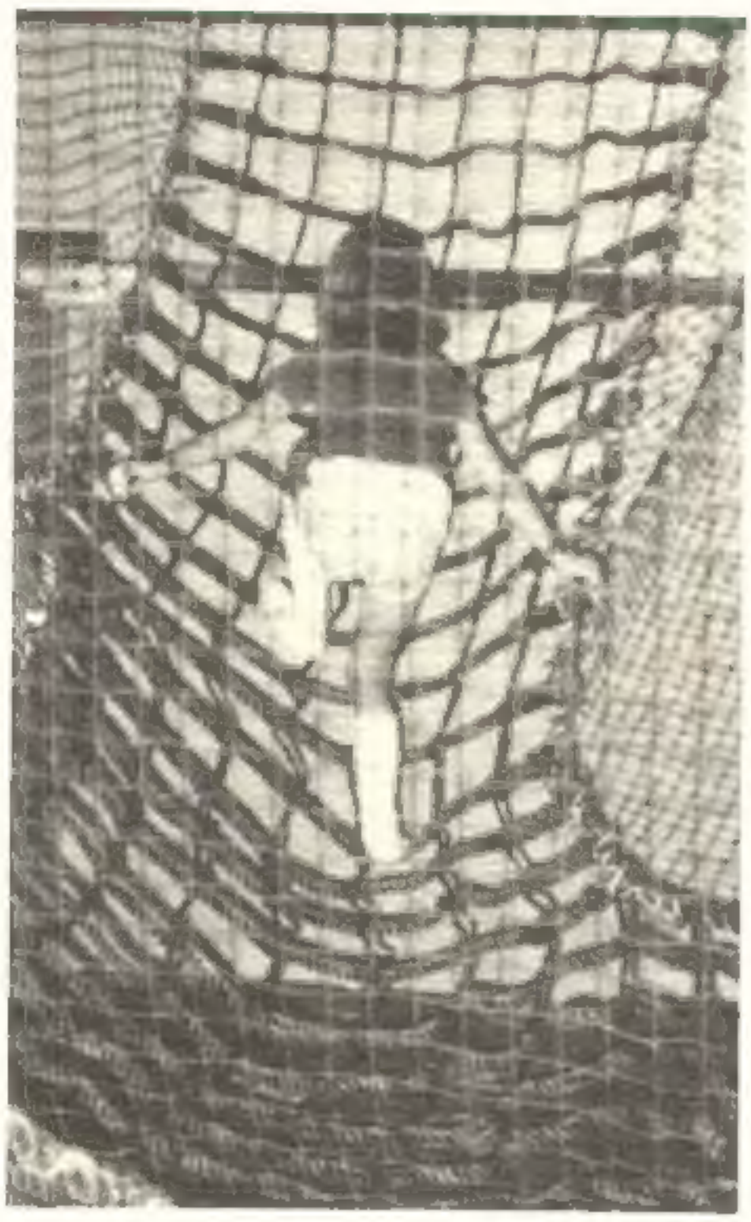


Chuck E. Cheese Playland



In a continuing effort to stay ahead of the competition, Pizza Time Theatre opened its first Chuck E. Cheese Play-N-Place. This "first of its kind" indoor play area was opened in Las Vegas (Store #0069) on May 16th. The Las Vegas store with an overall size of 22,650 square feet provided an ideal opportunity to create this new Pizza Time Theatre concept.

The play area is similar to that used in many outdoor amusement parks throughout the United States. The Chuck E. Cheese Playland is the first such attraction to be built indoors which presented many design challenges. The playland covers approximately 4,000 square feet and was restricted by a 15 foot ceiling height.

The first priority in design was safety. The second was to provide an observation area for parents to watch their children playing. The latter was accomplished by building an elevated observation platform in the center of the room. Safety requirements were met through the liberal use of padded walls and floors, and sharp corners were avoided wherever possible.

Admission to the play area is controlled by a coin/token turnstile. The admission price is one dollar per child and admission is limited to children 54" and under. Inside the play area there are 12 different attractions ranging from a ball crawl to a pulley slide. Each of the different attractions is named after one of the Pizza Time Theatre characters.

In "Jasper's Jump Around" kids can bounce around on a king size air mattress bounce floor.

"Pasqually's Punch Bags" allow kids to punch, bump and tackle foam filled punch bags.

"Harmony's Round Up Hill" is a large air pillow mountain where kids can play king of the mountain.

In "The Beagles Ballroom" kids can play in a ball crawl filled with 20,000 plastic balls.

On "Chuck E.'s Challenge" kids can climb a cargo net to a platform, walk across a suspension bridge and down an "S" shaped slide.

In "Munch's Maddening Maze" kids enter through a turning barrel of fun and wind their way through the corridors until they find the exit.

On "Dolli's Descent" kids hang at the end of a rope and slide to the other side of the room by means of a pulley.

"Madame Oink's Magic Mirrors" allow kids to see themselves fat, skinny, tall, and short.

With the blending of bright colors, colorful padding and mirrors, the play area really provides a fun place, not only for kids, but for their parents as well.

Currently there are other Chuck E. Cheese play areas in the planning stages for the following stores:

Abilene, Texas
Lawton, Oklahoma
Shreveport, Louisiana
Tallahassee, Florida

Grand Opening—Hollister

Pizza Time Theatre, Inc. has opened a games manufacturing division at 1802 Shelton Drive in Hollister, California.

Cabinets, play structures and other equipment used in Pizza Time Theatres will be manufactured at the new 35,000 sq. ft. facility. In addition, the company will be designing and manufacturing target bowling games called Chuck E. Cheese Rolls, and a new line of educational games for children aged 3 through 10.

Pizza Time Theatre recently acquired Pete's Woodworking, Inc. of Morgan Hill, a cabinet-making business which is now incorporated into Pizza Time's Hollister games manufacturing division. Currently staffed with 20 employees, the facility plans to manufacture up to 100 Chuck E. Cheese Rolls a month for franchise and company owned Pizza Time Theatres.

Gala Opening

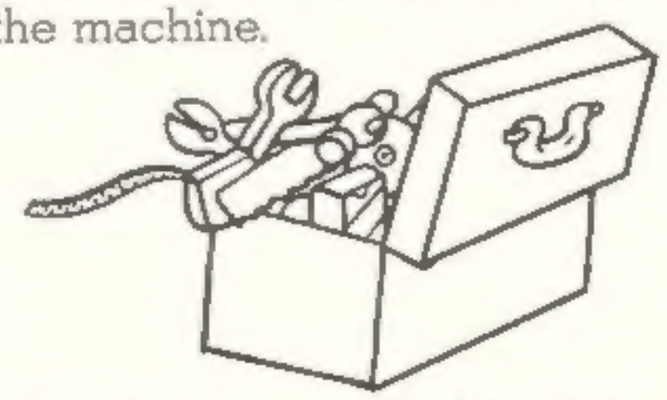
The grand opening party for the Hollister Games Division was held on Friday, April 30, 1982. Performing the opening ceremonies were Nolan Bushnell, chairman; Joe Keenan, president; and Bob Lundquist, vice president special projects. The activities were initiated with the "pulling of the master switch" by Mr. Bushnell and Mr. Keenan, which activated the movement of the first Chuck E. Cheese Roll off the assembly line which was followed by a shower of balloons dropping from the ceiling. Afterward, everyone enjoyed a buffet luncheon. Guests were invited to tour the facilities and play the games.

In conclusion, Bob Lundquist presented two bronzed Chuck E. Cheese Roll balls each to Mr. Bushnelll, Mr. Keenan, and Mr. Anglin who in turn, jokingly, proceeded to juggle their gifts.

How Fare Your Games?

Nothing can spoil the enjoyment of game-play more thoroughly than malfunctioning equipment. Yet breakdowns in gameroom equipment are inevitable and fixing an electronic game is not quite the same as replacing a light bulb! It takes training backed by some in-field experience to produce a qualified games technician. We urge you to send your gameroom technicians to the various seminars that are regularly offered by the service departments of major games manufacturers. Ask your local distributors to inform you of upcoming events.

In addition to the seminars offered by manufacturers, there is an organization headquartered in San Diego, California called Randy Fromm's Arcade Schools, Inc., which held classes this past year in major cities of every region in the United States. The course (5½ days) covers basic electronic systems and teaches people to troubleshoot problems with power supplies, video monitors, sound systems and, actually, everything short of the microprocessor. Only about one malfunction in five, according to Fromm, actually occurs in the electronic brain of the machine.



Keeping up with the development of new techniques in diagnosis and repair of electronic equipment is well worth the time and money you will save in the future upkeep of your gamerooms, not to mention the satisfaction of your customers!

The purpose of the Games Examiner is to keep the Pizza Time community current with new developments in the games industry.

If you have news or information to share, or questions regarding games or merchandise, please contact Inda Trinwith, director of games administration, 1213 Innsbruck Drive, Sunnyvale, California 94086, (408) 744-7300.

The Games Examiner

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Dear Gabby Games

Dear Gabby Games,

Is there an earning variance between those games on platforms and those on the floor?

A Franchisee

Dear Franchisee,

After completing my analysis, I have found that there is virtually no difference/variance in the earnings of those games on the platforms as compared to those on the floor. If you should desire further information concerning the analysis please don't hesitate to inquire.

Sincerely,

Gabby

Dear Gabby Games:

Are there any specific rules for the Children's Area of the game room?

A Franchisee

Dear Franchisee:

Since the children's areas are a very popular aspect of the Pizza Time Theatre experience, multitudes of children of all ages fill them regularly. In order to ensure the continued success and enjoyment of these facilities, it is our responsibility to keep them free from potential hazards and accidents.

Specific rules which are posted include the following:

One Rider Only and You Must Be Under This Height to Enter.

Things to look out for are:

- Children running up slide on Cheese Crawl.
- Electrical cords running across carpet.
- Loose hardware on spring rides.
- Rough wood edges anywhere.
- Uncovered electrical outlets (use child protector caps).
- Exposed wiring of any kind.
- Children playing around a moving ride.
- Children not observing proper ride operation guidelines (one rider only, etc.).
- No games, rides or electrical poles should be placed any closer than 5 feet to the bottom of the slide.
- The Children's Area should be monitored by an employee at all busy times. There is a frequent need to remind them about certain rules related to the rides.

Sincerely,

Gabby

Game Tips

The following information is helpful in solving problems encountered in the games listed below:

Wells-Gardner Color X-4 Display Monitor When characters on the display are shaky or made up of small dots, instead of smooth lines, replace capacitor C901 or C902, 100 µf at 35 volts, in the high voltage power supply.

Dig Dug by Atari To eliminate any static-related problems on Dig Dug, solder a .1 µf capacitor between pins 5 and 7 of the 74128 located in position A/B-3 on the PCB.

Shootaways by Namco To replace gun cables, call your distributor to get an Advance Replacement. Upon return of the defective one, credit will be issued within 90 days.

Mousetrap by Exidy To possibly double earnings on this game, try an enhancement kit now available through your local distributor.

Frog Hunter by Vending International To replace broken plexiglass, buy a piece of plexiglass locally and cut it with a jigsaw, thus saving approximately $150.00. Also put other games on either side of Frog Hunter to prevent kids from leaning on sides and breaking the plexiglass.

Robotron by Williams Comments from the field tell us that everybody is taking advantage of the built-in game adjustment feature that is in all Williams games.

While we feel that the factory setting is good for the professional player, we suggest that you make an adjustment to a more liberal setting.

Example: To award an extra man at 20,000 points instead of 25,000

1. Depress advance button until "GAME ADJUSTMENT" menu appears on the screen.
2. Use *MOVE* joystick to line up arrow opposite setting, "EXTRA MAN EVERY".
3. Move *FIRE* joystick, *DOWN* to decrease to 20,000.

Example: To change difficulty of play to liberal

1. Move, *MOVE* joystick *DOWN* to move arrow opposite, difficult play.
2. Move, *FIRE* joystick *DOWN* to change to number 3–liberal or 2–liberal.

NOTE: there are 10 settings of difficulty on ROBOTRON 2084.

By the way, many of you are not aware of the Williams "Attract Mode Message" feature.

Example: To enter "Chuck E. Cheese Presents" instead of Williams presents:

SET ATTRACT MODE MESSAGE.

2. Push *FIRE* up.
3. Depress *ADVANCE* button.
4. Enter up to two lines of your message following instructions on screen.
5. Depress *ADVANCE* to terminate process.

Game Quips

TRON

The first major motion picture made with electronic games in mind, Walt Disney's "TRON," has already created considerable interest among all segments of the games industry. This modern retelling of "The Wizard of Oz" from an arcader's point of view is expected to be this summer's "hot" film, and rights to the various types of "Tron" games have already been selling fast.

It looks like Midway has wrapped up the coin-op rights, while Intellevision will be turning out at least two home video games based on sequences within the film. Tomy is producing a hand-held version, also scheduled for summer release.

Games Update

Video

Ms. PacMan and Zaxxon are currently Pizza Time Theatre's highest earning games.

Some new video games to watch are:

ROBBY ROTO—Midway's new game features Robby Roto as he tunnels after targets, which then proceed to chase him.

REACTOR—The goal of the players in Gottlieb's newest attraction is to use energy forces to destroy the enemy and avoid the expanding Reactor core and vortex appearing in the different phases of the game.

KANGAROO—Atari's colorful new video sensation features mother Kangaroo as she rescues her baby from "nasty" monkeys.

TRON—Midway's next game is a tie-in with the Walt Disney movie of the same name. It features a special black light effect on the cabinet and the game's action appears to mirror the movie's plot.

Arcade

SWEET LICKS—This new arcade game by Namco has a concept similar to Whac-A-Munch. The colorful graphics, flashing lights and lively music make "Sweet Licks" an attractive addition to Pizza Time's Fantasy Forest.

Children's

HELICOPTER—The Hydropowered helicopter is one of our highest earning rides. Children can steer movements by pressing buttons and the craft moves up and down with flashing lights and rotor noises.

MOTORBIKE — On moving wheels, the bike is well-designed and robustly constructed with lateral movements, sound effects, rear rollers and many extras.

UFO—this stationary ride has an adjustable timer and sound effects. After coin insertion, the UFO starts to move with flashing lights, steerable sounds and flaming cannons.

FERRARI RACING CAR—It moves forward and backward on pedestal with flashing lights, timer, signals and engine sounds.

SANTA FE STEAM ENGINE—This ride moves back and forth with features such as flashing lights, steering signal and train sounds.

These children's rides are available through Kiddie Rides U.S.A., manufactured by Elektro-mobiltechnik.

PAC—TRIVIA

Do you know how PacMan got its name? The world famous coin-op was first developed in Japan where "paku" means "to open the mouth and to gobble." In fact, the game is called Paku Paku in its native land.

Community Awareness

Atari has developed a Community Awareness Program to combat the restrictive video game legislation that many towns are trying to enforce. A professional video film crew was hired to interview parents, teachers, P.T.A. members, psychologists, city council members and others in a select group of metropolitan areas across the country.

The educational video tape and position paper which resulted from this reflect a positive image on the video industry. An implementation manual is included which explains appropriate viewing audiences, places and presentation tips to offer for community solutions we can all "live" with.

If you would like to borrow the Community Awareness Program and a video monitor to show it on, please contact your local Atari Distributor.

Warranties on Games

If a game comes in and the P.C. boards, power supply or monitor are not working, call the Distributor immediately. All new games are under warranty for at least 30 days. Some components and parts are under warranty for 60–90 days. In the event of a new game not working upon arrival, please take the following steps to diagnose and repair the game.

Call the manufacturer's 800 service number and troubleshoot the problem over the phone. They will not sell you parts direct, but will assist you in identifying the problem. If parts are needed, call the Service Department of the *Distributor* who shipped you the game and ask for Advance Replacements on 30-day warranty items.

Tampering with games on our own voids warranty agreements, which we should definitely take advantage of.

Top 10 Games

VIDEO	ARCADE	CHILDREN'S
1. Zaxxon	1. Skeeball	1. Hydrocopter
2. Ms. PacMan	2. The Driver	2. Galacticar
3. PacMan	3. Shoot Away	3. Ferris Wheel
4. Turbo	4. Sweet Licks	4. Missile Jet
5. Monaco GP	5. Boom Ball	5. C.E.C. Carousel
6. Robotron	6. Frog Hunter	6. Motorcycle
7. Centipede	7. Whac-A-Munch	7. Rolls Royce
8. Dig Dug	8. Remote Control Cars	8. Ferrari Race Car
9. Donkey Kong	9. Marksman	9. John Player Special
10. Frogger	10. Air Hockey	10. Santa Fe Train

Merchandise Theft Prevention Tips

The art of stealing is not restricted to large stores. Even a shop the size of Jasper's General Store is subject to theft.

According to a January 1982 article in Giftware Business Magazine there are ways of preventing shoplifting.

One key is a well-ordered display. For example: "By building the stock up toward the center like a pyramid, you can see what stock is missing," says Jeffrey Schwam, co-owner of Alans Social Expression, a card shop in New York. With this method the potential shoplifter may see that removal of an item is going to be conspicuous. Another key in theft prevention is visibility not availability. This is done by placing expensive items where they can be seen but not reached. Installation of a spotlight is also commonly used as a deterrent for shoplifters.

Further information regarding store design and theft prevention can be found in the publication "Security and the Small Business Retailer," produced under the auspices of the U.S. Department of Justice for sale by the Superintendent of Documents, U.S. Government Printing Office, Washington D.C. (Stock No. 027000-00765-1).

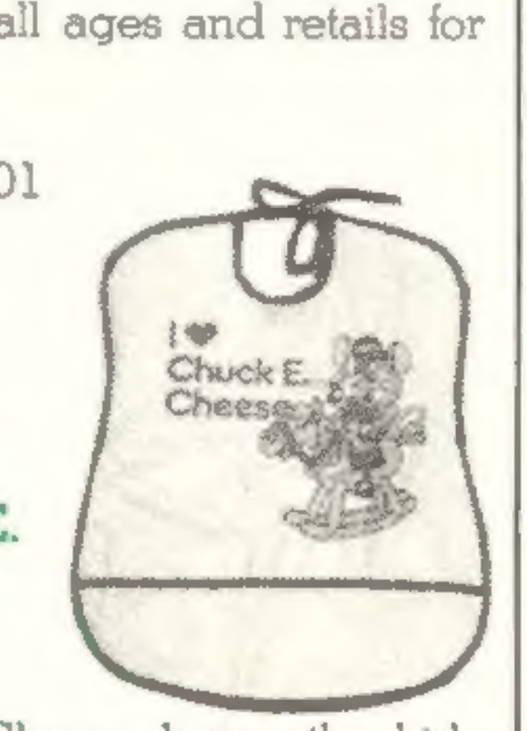
Jasper's General Store

DISPLAY TIPS

SUGAR and SPICE isn't always nice.

Here are some helpful candy display hints:

1. Display similar items together, ie: candy in one location.
2. Color coordinate, ie: all the same plush together on shelf, never display one plush on shelf, keep shelves full always!
3. Arrange candy display to emphasize the quality and best features.
4. Fill fixtures with enough candy to give them a full appearance. (Always keep candy containers full, and do not display those containers which are empty.)



PIZZA TIME THEATRE BASEBALL CAP

Join Chuck E. Cheese's team by wearing a Pizza Time Theatre baseball cap. The red and white cap with adjustable strap is for players of all ages and retails for $3.50.
Part No.
940-6009-01
Available now.

NEW CHUCK E. CHEESE BIB

Chuck E. Cheese keeps the kids clean with a Pizza Time Theatre bib. This bib, featuring Chuck E. Cheese on a rocking horse, retails for $1.75 each.
Part No. 941-6001-01 *Available in August.*

CHUCK E. CHEESE SILVER MYLAR BALLOONS

Up, Up and Away with Chuck E.'s silver mylar balloons. Clips and string available too! Helium not included. Retails for $1.25 each.
Balloon Part No. 942-0036-01
String Part No. 942-0037-01
Available now.

PIZZA TIME THEATRE LOGO BEER MUG

A new ceramic beer stein features Pizza Time Theatre logo and retails for $4.25.
Part No. 940-5006-01 *Available now.*

NEW TWISTIE POPS

Chuck E. Cheese, Jasper T. Jowls and Mr. Munch have never been sweeter than they are now. The new flavorful twistie pops retail for 59 cents each (medium) and 34 cents each (small).

COMING SOON TO A THEATRE NEAR YOU.....

- More quality Pizza Time Theatre merchandise
- Chuck E. Cheese shoelaces
- Chuck E.'s Yummies
- Chuck E. Cheese drawing pad
- Dollie Dimples comb set
- Chuck E. Cheese frisbee
- Chuck E. Cheese clipboard
- Chuck E. Cheese and Pizza Time Players plush

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